



Contacts: Amanda Storment
Vice President, Communications
(502) 367-5180
ASTorment@ksfb.ky.gov

Ryne Dunkelberger
Social Media and
Communications Manager
(502) 367-5186
Rdunkelberger@ksfb.ky.gov

GIE + EXPO Celebrates 30th Year at the Kentucky Exposition Center

LOUISVILLE, KY (October 21, 2013) – GIE + EXPO returns to Louisville Wednesday Oct. 23 – Friday, Oct. 25 to celebrate its 30th year at the Kentucky Exposition Center. Held in conjunction with Hardscape North America, this industry-only tradeshow brings 17,000 attendees and generates \$7 million of economic impact. Ranked No. 16 in Trade Show Executive's Top 100, it features more than 750 exhibits in 500,000 square feet of the Kentucky Exposition Center and outside in the adjacent turf area.

As the country's largest showcase of outdoor power equipment, light construction equipment and lawn and garden products, this event brings manufacturers, retailers, lawn and landscape pros and distributors together to see the latest technology that the landscape industry has to offer. The New Product Showcase will feature more than 90 products making their debut this year.

Attendees will also have a variety of educational opportunities at the 2013 expo. In addition, last year's popular inaugural Dealer Day is returning for the 2013 event. The Dealer Resource Pavilion will provide educational materials for owners and managers and trainings for technician. Educational workshops throughout the event will cover topics including hardscaping, sales process and marketing. The outdoor demonstration area will allow attendees to test drive new products and learn about how specific equipment works.

For more information, visit <http://gie-expo.com/gieexpo>.

###

For up-to-the-minute information like us on facebook at <https://www.facebook.com/kyexpoctr> and follow us on twitter at <https://twitter.com/kyexpoctr>.

One of the top 10 largest public facilities of its kind in the United States, the Kentucky Exposition Center features 1.2 million square feet of indoor space including Freedom Hall, an indoor arena which seats over 19,000 people. The facility's class "A" exhibit space totals 425,700 square feet and accommodates an amazing spectrum of events year round. The expo center is the permanent home for the Kentucky State Fair, the National Farm Machinery Show, and the North American International Livestock Exposition. Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, the Kentucky Exposition Center is easily accessible and just five minutes south of downtown Louisville. Parking at the Kentucky Exposition Center is \$8 per vehicle. For more information, go online to www.kyexpo.org.